

# ORDER



**Orders**

**Order / Rev:** 185955

Alt Order #:

**Product Desc:** NRCC/Coors

**Estimate:** 3229

**Flight Dates:** 09/27/12 - 10/01/12

**Original Date / Rev:** 09/24/12 / 09/24/12

**Order Type:** GENERAL

**KMGH**

**Primary AE:** David Lombardo

**Sales Office:** EWSDC

**Sales Region:** NAT

**Agency**

**Name:** American Media Advocacy Group

**Buying Contact:**

**Billing Contact:**

815 Slaters Lane

Alexandria, VA 22314

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** Congress/Coors (R) (NRCC)

**Demographic:** A25-54

**Product Codes:** PL3-US House Rep

**Priority:** PREEMPTIBLE

**Revenue Codes:** POL, POL, CAND

**New Business Thru:**

**Order Separation:** 00:05:00

**Advertiser External ID:**

**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	8	\$3,735.00	\$3,174.75
10/01/12	10/01/12	4	\$3,025.00	\$2,571.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	8	\$3,735.00	\$3,174.75	0.00
October 2012	4	\$3,025.00	\$2,571.25	0.00
<b>Totals</b>	<b>12</b>	<b>\$6,760.00</b>	<b>\$5,746.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KMGH	20%	\$6,760.00
Market	100%	\$33,800.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBDI	0%	\$0.00
KCEC	0%	\$0.00
KCNC	24%	\$8,112.00
KDEN+	0%	\$0.00
KDVR+	0%	\$0.00
KFCT	0%	\$0.00
KMAS	0%	\$0.00
KPXC	0%	\$0.00
KRMA	0%	\$0.00
KRMT	0%	\$0.00
KTFD	0%	\$0.00
KTVB	15%	\$5,070.00
KUSA	28%	\$9,464.00
KWGN	13%	\$4,394.00
KWHD	0%	\$0.00
KZCO	0%	\$0.00

Order / Rev: 185955  
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 Flight Dates: 09/27/12 - 10/01/12

Advertiser: Congress/Coors (R) (NRCC)  
 Product Desc: NRCC/Coors  
 Estimate: 3229

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	09/28/12	09/28/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	----F--	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	----F--		1				\$400.00		0.00			
N 2	KMGH	10/01/12	10/01/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	M-----	:30	1	\$625.00	P3	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1				\$625.00		0.00			
N 3	KMGH	09/27/12	09/28/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	---TF--	:30	3	\$450.00	P3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	---TF--		3				\$450.00		0.00			
N 4	KMGH	10/01/12	10/01/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	M-----	:30	1	\$625.00	P3	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1				\$625.00		0.00			
N 5	KMGH	09/29/12	09/29/12	ABC GMA SAT GMA SAT	CA	Sat GMA 6A-7A	-----S-	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1				\$200.00		0.00			
N 6	KMGH	09/27/12	09/28/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	---TF--	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	---TF--		2				\$300.00		0.00			
N 7	KMGH	10/01/12	10/01/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	M-----	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1				\$400.00		0.00			
N 8	KMGH	09/28/12	09/28/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	----F--	:30	1	\$1,185.00	P3	0.00	NM	1	\$1,185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	----F--		1				\$1,185.00		0.00			
N 9	KMGH	10/01/12	10/01/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	M-----	:30	1	\$1,375.00	P3	0.00	NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1				\$1,375.00		0.00			
Totals													12	\$6,760.00	